

Cross Cultural Communication Latin America & the Caribbean

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Cross Cultural Framework

■ CULTURE =

– Attitudes + Values + Beliefs

– Hint: Things are not always what they seem to be ...

Cross Cultural Framework

- Geography
- History
- Politics
- Economy
- Society

Cross Cultural Framework

■ GEOGRAPHY

- Size
- Location / borders
- Attributes (mountain, rivers, sea coast, etc.)
- Urban / Rural population distribution

Cross Cultural Framework

■ HISTORY

- Antecedents / Heritage
- Independence
- Civil Wars
- International Relations / Treaties

Cross Cultural Framework

■ POLITICS

- Government
- Civil - Military Relations
- Foreign Relations [Regional / U.S.]

Cross Cultural Framework

■ ECONOMICS

- Components (agriculture / manufacturing / service)
- Labor Force
- Distribution
- Debt
- National Budget

Cross Cultural Framework

■ SOCIETY

- Status: Achieved vs. Ascribed
- Family
- Education - role of teachers/professors
- Interpersonal communications
- Mass media - radio, newspaper, television, www

Tips for Survival

- Consider the context
- Be Flexible
- Think, then speak
- Remember: Things Are NOT always what they SEEM to be.